

# SUMMIT AGENDA - AT - A - GLANCE

7:00am – 8:00am Registration Opens with Continental Breakfast in the Executive Networking Area

8:00am – 8:40am **Chairman's Welcome and Opening Keynote Address: Will the Interactive Internet Change Healthcare?**  
**Joseph C. Kvedar, MD**, Founder and Director, Center for Connected Health, **Partners HealthCare System, Inc.**;  
 Past President, **American Telemedicine Association**

8:45am – 9:30am **The User-Generated Phenomenon – Market Size, Implications and Opportunities for Consumers Advising Consumers**  
**Susannah Fox**, Associate Director, **Pew Internet & American Life Project**  
**Gail Shearer**, Director of Health Policy Analysis, **Consumers Union**; Project Director, **Consumer Reports Best Buy Drugs**  
**Jay Silverstein**, Chief Imagineer, **Revolution Health**

9:30am – 10:30am **Building a Trusted Set of Resources for Consumers – Online Communities, Patient Support Groups, Blogs and Wikis**  
**Matthew Holt**, Co-Founder, **Health 2.0**; Author, **The Health Care Blog** • **Joshua Seidman, PhD**, President, **Center for Information Therapy**  
**MaryAnn Stump, RN**, President, **Consumer Aware**; Senior Vice President and Chief Innovation Officer, **Blue Cross Blue Shield of Minnesota**

10:30am – 11:00am Morning Refreshment Break in the Executive Networking Area

11:00am – 12:00pm **Building the Balance between Search and Transparency in Healthcare**  
**Nicole Spelhaug**, Chief of Product Development, **MayoClinic.com** • **Ann Mond Johnson**, Senior Vice President, Health Services, **WebMD** •  
**Katy Henrikson, MBA**, Vice President, **Healthline**

12:00pm – 1:00pm Luncheon with Executive Discussion Series in the Executive Networking Area

## Concurrent Executive Seminars - Please Choose One

	<b>TRACK 1</b> Extracting Best Practices from Providers Preparing for the Next Generation Consumer	<b>TRACK 2</b> Employer Strategies for Improved Productivity and Education through Online Technologies
	<b>Track Chairman: Craig D. Schneider, PhD</b> Director of Healthcare Policy, <b>Massachusetts Health Data Consortium</b>	<b>Track Chairman: TBD</b>
1:00pm – 1:45pm	<b>Best Practices for Providers Online – Models to Provide Quality Information and Receive Reimbursement</b>  <b>Maureena Moran</b> , Executive Director, Web Services & Enterprise Information Management, Strategic Services & Quality Division, <b>Group Health Cooperative</b>  <b>Larry Garber, MD</b> , Internist and Medical Director, Informatics <b>Fallon Clinic</b>	<b>Building the Case for Online Integration – Strategies to Make Consumer-Directed Programs Even Better</b>  <b>Douglas J. McClure</b> , Corporate Manager, Technology Services, <b>Partners HealthCare</b>  <b>Jeff Davis, MD</b> , Senior Vice President, Human Resources, <b>Massachusetts General Hospital</b>
1:45pm – 2:30pm	<b>Lessons Learned from Adopting Electronic Systems into the Community</b>  <b>Vincent D. Plourde, MBA</b> , Senior Vice President, Provider Services Division, <b>Blue Cross Blue Shield of Massachusetts</b>  <b>Micky Tripathi, PhD</b> , President and Chief Executive Officer, <b>Massachusetts eHealth Collaborative (MAeHC)</b>	<b>Determining the Value and Future Direction of Employer Initiatives Seeking to Establish Employee PHRs</b>  <b>Vince Kuraitis, JD, MBA</b> , Principal, <b>Better Health Technologies, Inc.</b>  <b>Lygeia Ricciardi</b> , Principal <b>Clear Voice Consulting, LLC</b> former Director of the Health Program, <b>Markle Foundation</b>

2:30pm – 3:00pm Afternoon Refreshment Break in the Executive Networking Area

3:00pm – 3:45pm	<b>Collaborating with Consumers – Tailoring Support to Improve Self-management Competency</b>  <b>Chris Delaney</b> , Co-founder and Chief Executive Officer, <b>Insignia Health</b>  <b>Peter Fagan</b> , Director of Research, <b>Johns Hopkins HealthCare</b>	<b>Designing Internal Online Websites and Tools that Engage Employees and Encourage better Health Practices and Behaviors</b>  <b>Philip Hagen, MD</b> , Vice Chair, Division of Preventive and Occupational Medicine, Department of Internal Medicine, <b>Mayo Clinic</b> ; Medical Director, EmbodyHealth Programs, <b>Mayo Clinic Health Solutions</b>  <b>Patti Clavier</b> , Global Health & Wellbeing Operations, <b>Intel Corp.</b>
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3:45pm – 3:50pm Transition Break

3:50pm – 4:35pm **Member Service 2.0 – Integrating Interactive Web Technologies into Practice for Improved Outcomes**  
**Rob Panepinto**, Managing Director, Client Practice Group, **Connexions Health** • **Dan Greden**, Head, eHealth Product Management, **Aetna**  
**Christine Paige, PhD**, Senior Vice President, Marketing and Internet Services, **Kaiser Permanente**

4:35pm – 5:35pm **Closing Keynote: Opportunities for Continued Transformation at the Nexus of the Internet and Healthcare**  
**Grad Conn**, Senior Director, Global Consumer Health Strategy, Health Solutions Group, **Microsoft Corporation**  
**Ido Schoenberg, MD**, Chairman and Chief Executive Officer, **American Well Corporation** • **John Bahl**, Head, Online Product Design, **Aetna eHealth**

5:35pm – 5:45pm **Chairman's Closing Remarks, Conference Concludes**

5:45pm – 6:45pm Conference Reception in the Executive Networking Area

\* AGENDA IS SUBJECT TO CHANGE